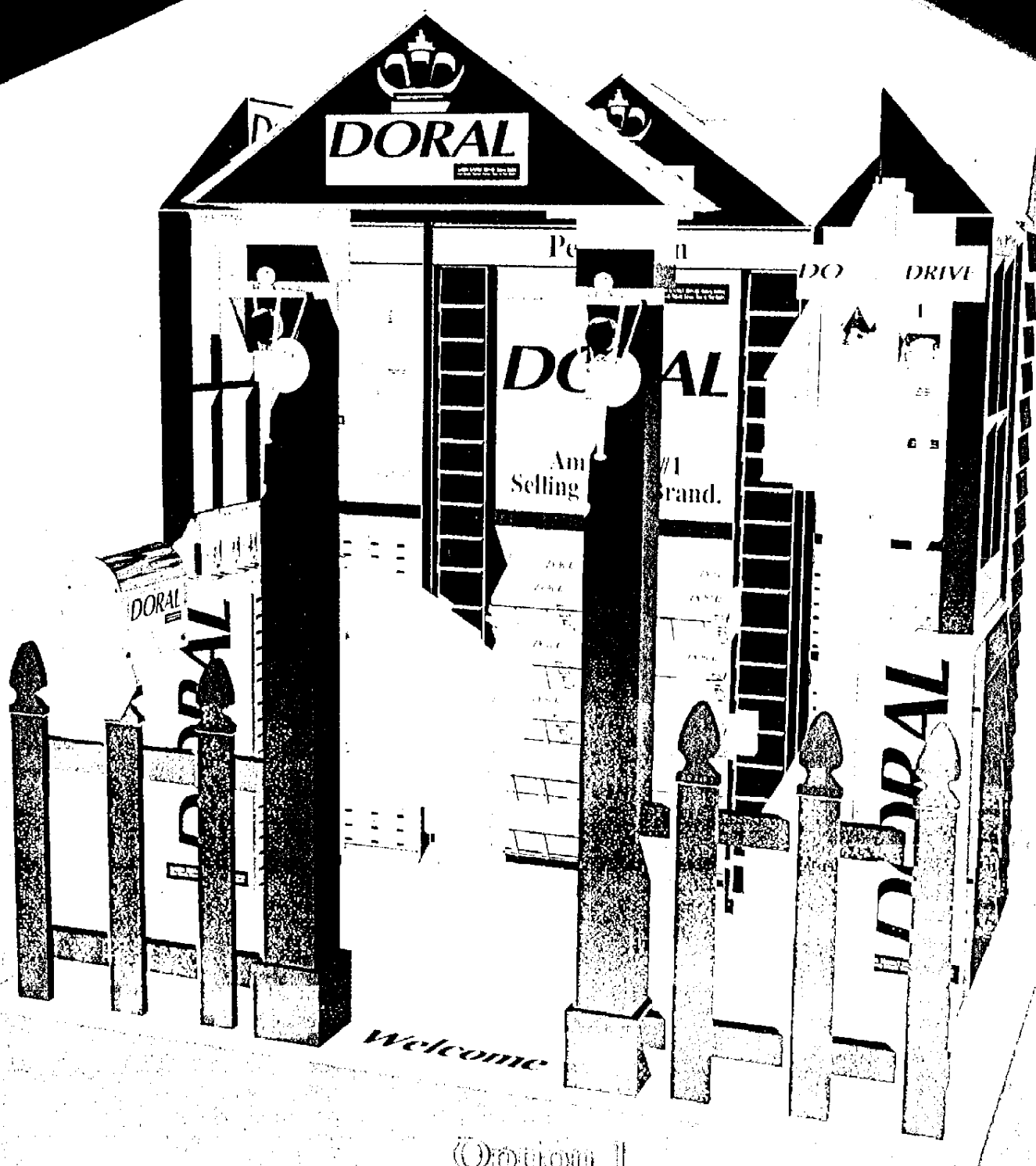


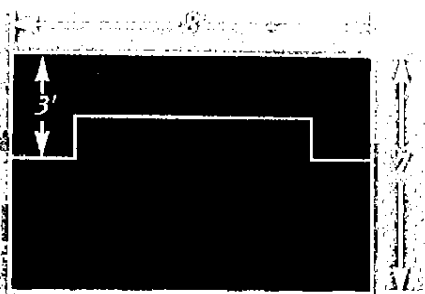


Now More
Than Ever,
The Value
Hits Home.

51850 5598



Option II
(With Picket Fence Baseboard)



- 8 1/2" Height
- 27" Width
- 7" Depth
- 446 Cigarettes Displayed
- 96 Cigarettes Stored
- 520 Cigarettes Total

51850 5599

DIORAL® - The Most Versatile, Dependable, and Safe

Oral Contraceptive Available for Women Who Want to Control Their Fertility

Standard and Customized

Options

Lowest Weight Formulas Available

Large Storage Area

Advertising Panels

Custom Labels & Rings

"I Also Have" Helpful Film Cards and DIORAL & Company Sign-Up Cards

Quality, Innovative Design

Custom Storage Area

AND

Two Configuration Options

DIORAL® is the most versatile, dependable, and safe oral contraceptive available for women who want to control their fertility. It is the only oral contraceptive that is available in both standard and customized formulas. The standard formula is available in two strengths: 0.02 mg. norgestrel and 0.02 mg. ethinyl estradiol, and 0.01 mg. norgestrel and 0.01 mg. ethinyl estradiol. The customized formula is available in two strengths: 0.01 mg. norgestrel and 0.01 mg. ethinyl estradiol, and 0.005 mg. norgestrel and 0.005 mg. ethinyl estradiol.

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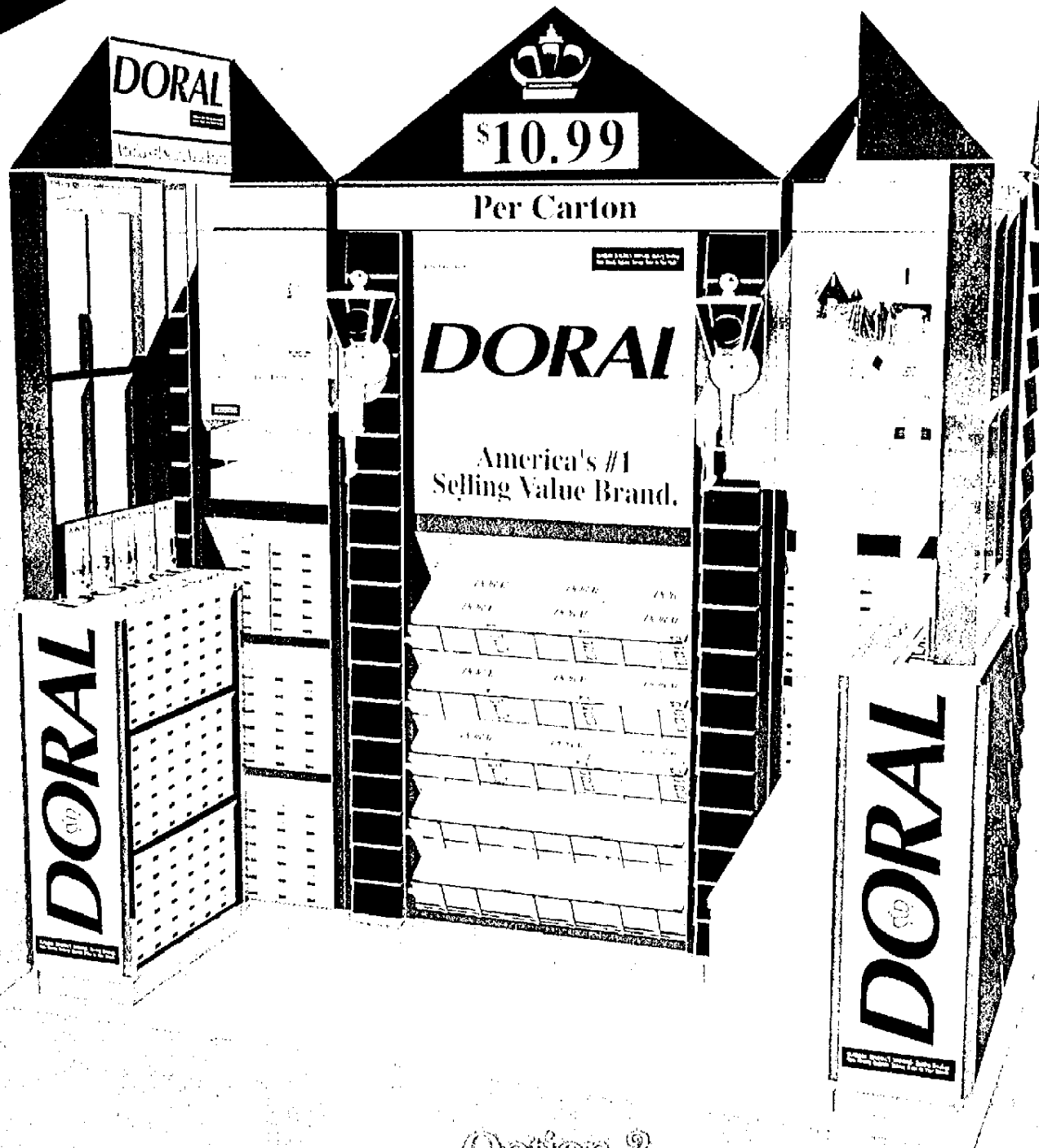
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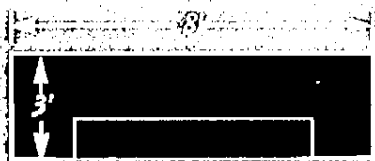
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51850 5600



Optikon 2

(Winthrop H. Dorai Publications)



8 1/2" Height

3" Width

3" Depth

400 Cartons Displayed

96 Cartons Stored

540 Cartons Total

51850 5601



Welcome To The **DORAL** Home Of Value

A Great Point of Difference for Smokers.

DORAL offers smokers all these values:

- Premium taste guarantee or their money back.
- Premium quality at a competitive price.
- Free-product retail promotions.
- Mail-in carton offers.
- Bonus coupons.
- Smoker Celebrations.

A Great Point of Difference for Retailers.

DORAL's Home of Value can set you apart from your competition with a truly unique merchandising system.

- Inviting, quality product presentation.
- Clear, easy to read pricing area.
- Ad panels that introduce your customers to all DORAL has to offer.
- Convenient sign-up area for DORAL & Co.
- Free, interactive "Take Home" cards with helpful hints for your value minded customers.

Be a part of DORAL's point of difference. Sign up for DORAL's Home of Value merchandising system today.

51850 5602

PULL

DORAL Home of Value Order Form Ship To Information

Requested By: _____ Employee # _____ Division # _____

Date: _____

☐ SIS Number _____

☐ Other Ship To Location _____
(Be Specific) _____

Future Delivery Date _____

Special Instructions _____

Store Name _____

Store Contact _____

Phone Number _____

Order Memo to Sales Rep. Home Yes ☐ No ☐

51850 5603

ROU – Please send the following item(s) to the location specified above:

| | | |
|------------------|--|--|
| ITEM # 540350 | | DORAL CTS 8'x3' Home of Value (CTS unit without front entrance) |
| ITEM # 540353 | | DORAL CTS 8'x7' Home of Value with Enhancements (CTS unit including front entrance, mail box and fence) |

**Special Note: Electrical outlet is required to light all
transparencies and logos on CTS unit.**